

## Message Text

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ACTION EB-08

INFO OCT-01 NEA-10 ISO-00 AID-05 CIAE-00 COME-00  
FRB-01 INR-07 NSAE-00 USIA-15 TRSE-00 XMB-04  
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STR-04 CEA-01 PRS-01 PA-02 AGRE-00 OPR-02 DODE-00  
PM-05 H-02 L-03 /105 W

-----122078 310210Z /72

R 301010Z AUG 77

FM AMEMBASSY ISLAMABAD

TO SECSTATE WASHDC 3607

INFO AMCONSUL KARACHI

AMCONSUL LAHORE

AMCONSUL PESHAWAR

UNCLAS SECTION 1 OF 4 ISLAMABAD 8839/1

FOR EB/OCA/ AND NEA COMMERCIAL COORDINATOR

E.O. 11652: N/ A

TAGS: BEXP, AFSP, PK

SUBJ: PAKISTAN FY 78 COMMERCIAL ACTION PROGRAM

THE PAKISTAN MARKET IS SIZE AND COMPOSITION, DOES NOT LEND ITSELF TO CONVENTIONAL DEPARTMENT OF COMMERCE PROMOTIONAL ACTIVITIES SUCH AS TRADE MISSIONS AND CATALOG SHOWS. WITH PAKISTAN'S ISOLATION FROM THE U.S. IN TERMS OF DISTANCE AND INFORMATION MEDIA, THE COMMERCIAL LIBRARIES AND COMMERCIAL NEWSLETTER CONTINUE TO SERVE A MOST IMPORTANT ROLE IN TRADE PROMOTION HERE. EQUALLY IMPORTANT IS THE ABILITY OF THE COMMERCIAL STAFF TO PROVIDE AMERICAN BUSINESS VISITORS WITH THE INFORMATION, ADVICE, AND ASSISTANCE THEY NEED- THUS LAST YEAR'S VOLUNTARY INNOVATION OF THE SHORT " MARKET NOTES".

1. CAMPAIGN SETTING: FROM MARCH UNTIL THE JULY TAKEOVER OF THE GOVERNMENT. BY THE MARTUAL LAW AUTHORITIES.PAKISTAN HAS BEEN BUFFETED

BY OVERT POLITICAL UNREST. ELECTIONS HAVE BEEN PROMISED IN  
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OCTOBER.

WHATEVER THE RESULT, WE BELIEVE IT SAFE TO ASSUME THERE WILL BE NO RADICAL CHANGES IN FUTURE ECONOMIC POLICY WHICH WOULD ADVERSELY AFFECT THE ALREADY LIMITED PAKISTAN I MARKET FOR AMERICAN BUSINESS INTERESTS. WE DO EXPECT THAT THE PUBLIC SECTOR WILL CONTINUE TO PLAY ITS DOMINANT ROLE IN INDUSTRY AND OFFER OPPORTUNITIES FOR AMERICAN GOODS AND SERVICES.

WITH PAKISTAN'S PREDOMINANTLY RURAL POPULATION, WE WOULD EXPECT ANY NEW GOVERNMENT TO EMPHASIZE AGRICULTURAL DEVELOPMENT. WITH ITS PROXIMITY TO AND GOOD RELATIONS WITH THE MOSLEM OPEC COUNTRIES, PAKISTAN HAS MANY AS YET UNEXPLOITED OPPORTUNITIES TO DEVELOP EXPORT INDUSTRIES ORIENTED TOWARDS THE MOSLEM WORLD.

## 2. PERSONNEL RESOURCES:

THE FOLLOWING PERSONNEL RESOURCES WILL BE DEVOTED TO COMMERCIAL WORK DURING FY 78:

( PERSON YEARS)

FSO	FSL(PROFESSIONAL)	FSL( CLERICAL)
ISLAMABAD	0.3	0.4
KARACHI	1.2	2.0
LAHORE	0.1	1.2
TOTAL	1.6	3.6

KARACHI HAS A VACANT AND ESSENTIAL FSL-2 POSITION WHICH CANNOT BE FILLED BECAUSE OF THE CURRENT JOB FREEZE.

INCLUDES 0.8 PERSON YEARS FOR COMMERCIAL LIBRARIES AND EDITING COMMERCIAL NEWSLETTER.

3. THE EMBASSY IN ISLAMABAD DOES THE BULK OF THE ECONOMIC REPORTING WHILE KARACHI IS PAKISTAN'S PRINCIPAL COMMERCIAL CENTER AND THE CONSULATE GENERAL DOES MOST OF THE UNCLASSIFIED

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COMMERCIAL WORK. THE CONSULATE GENERAL IN LAHORE ALSO DOES AN IMPORTANT VOLUME OF COMMERCIAL WORK. THE AMERICAN CONSUL, PESHAWAR ALSO CONTRIBUTES TO THE OVERALL ECONOMIC/COMMERCIAL EFFORT. IN ADDITION, THERE ARE THE IMPORTANT RESOURCES OF US AID, USIS AND THE OFFICE OF THE AGRICULTURAL ATTACHE.

4. THE COUNTRY COMMERCIAL ACTION GROUP FOR PAKISTAN WILL CONSIST OF THE COUNSELOR FOR ECONOMIC/COMMERCIAL AFFAIRS, ISLAMABAD, THE COUSULS GENERAL, KARACHI AND LAHORE, AND THE DPO/ ECONOMIC/COMMERCIAL OFFICER, KARACHI

5. REVIEW OF FY 77 COMMERCIAL ACTION PROGRAM: THE FY 77 CAP WAS THE FIRST PREPARED ON PAKISTAN. EXPERIENCE HAS SHOWN THAT IT WAS OVERLY AMBITIOUS IN SOME RESPECTS AND SOME OF THE CAMPAIGNS LOOKED BETTER ON PAPER THAN THEY DID IN PRACTICE.

6. POLITICAL UNREST FROM MARCH THROUGH JUNE CAUSED CAMPAIGN ACTIVITIES TO BE GREATLY REDUCED. STRIKES, DEMONSTRATIONS, CURFEWS AND RIOTING FORCED BOTH OUR LOCAL EMPLOYEES AND OUTSIDE CONTACTS TO STAY AT HOME.

THE THEN GOVERNMENT'S ANTI-AMERICAN TILT HAMPERED COOPERATION FROM OUR CONTACTS IN THE PUBLIC SECTOR CORPORATIONS AND THE MINISTRIES.

7. IN ADDITION, AN UNPLANNED TRAINING OPPORTUNITY IN THE UNITED STATES EFFECTIVELY REMOVED KARACHI'S SENIOR ECONOMIC/COMMERCIAL LOCAL FOR THE FIRST QUARTER OF FY 77. THE TRADE RESEARCH ADVISOR POSITION, THE WORKHORSE OF KARACHI'S REPORT WRITING, BECAME VACANT IN MAY. THE HIRING FREEZE HAS PREVENTED OUR REPLACING HIM. THESE PROBLEMS HIGHLIGHT THE NEED FOR FLEXIBILITY IN CAP SCHEDULING.

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PM-05 H-02 L-03 /105 W  
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R 301010Z AUG 77  
FM AMEMBASSY ISLAMABAD  
TO SECSTATE WASHDC 3608  
INFO AMCONSUL KARACHI  
AMCONSUL LAHORE  
AMCONSUL PESHAWAR

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8. THE FOLLOWING IS A REVIEW BY CAMPAIGN OF THE FY 77 CAP:

CAMPAIGN NO. 1 COMMUNICATIONS AND ELECTRONIC EQUIPMENT.

DELAYED BY POLITICAL UNREST.

CAMPAIGN NO2. - MARKET NOTES.

SIX MARKET NOTES PREPARED.

CAMPAIGN NO.3 REPORTS ON STATE-OWNED CORPORATIONS ONE REPORT SUBMITTED. THE ANTI-AMERICAN STANCE TAKEN BY THE PREVIOUS GOVERNMENT MADE IT DIFFICULT TO OBTAIN INFORMATION FROM OFFICIALS OF THE STATE-OWNED CORPORATIONS.

CAMPAIGN NO4 - CHEMICALS - ADS/TOP SOLICITATION

CAMPAIGN. MARKET NOTES ON INDUSTRIAL CHEMICALS

VITAL TO THIS CAMPAIGN, WERE FIRST DELAYED BY  
POLITICAL UNREST AND THEN FURTHER DELAYED WHEN  
THE KARACHI FSL WRITING THE REPORT LEFT OUR  
EMPLOYMENT. PERSONNEL RESOURCES PERMITTING, WE  
WILL REPROGRAM THE INDUSTRIAL CHEMICAL MARKET  
NOTE.

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THE RESULTS OF THE ADS/TOP SOLICITATION CAMPAIGN  
NO. 5 DID NOT JUSTIFY THE RESOURCES DEVOTED TO IT.  
WE HAVE THEREFORE DECIDED TO TERMINATE THIS TYPE  
OF ACTIVITY.

CAMPAIGN NO. 5 - HOTEL AND MOTEL EQUIPMENT - AD/TOP  
SOLICIATION CAMPAIGN.

POST'S PART OF CAMPAIGN COMPLETED.

CAMPAIGN NO.6 - REPORTS ON PICIC AND IDBP SANCTIONS.  
ON SCHEDULE.

CAMPAIGN NO. 7 PROMOTION OF U.S. TRADE SHOWS.

ON SCHEDULE. A SPECIAL EDITION OF THE COMMERCIAL NEWSLETTER  
WEAS PREPARED WHICH LISTED MAJOR U.S. TRADE SHOWS THROUGH  
DECEMBER 1978 AND FEATURED ARTICLES ON THE USDOC FOREIGN  
BUYERS PROGRAM AND DESCRIPTIONS OF USDOC SPONSORED FOREIGN  
BUYERS PROGRAM SHOWS. BLUE RIBBON CALLS WERE MADE ON TRADE  
ASSOCIATIONS AND HIGH POTENTIAL INDIVIDUALS.

CAMPAIGN NO. 8 - MARKET NOTES.

BOTH MARKET NOTES COMPLETED.

CAMPAIGN NO.9 - REPORTS ON STATE- OWNED CORPORATIONS.

ONE REPORT PREPARED. THE SECOND DELAYED BY POLITICAL UNREST.  
RESCHEDULED FOR FY 78 CAP.

CAMPAIGN NO.10 - ADS/TOP SOLICITATION CAMPAIGN - DOMESTIC  
AND COMMERCIAL REFRIGERATORS AND AIR CONDITIONERS.

POST ACTION TO BE COMPLETED BY SEPTEMBER 30.

9. THE COMMERCIAL ACTION PROGRAM: THE BASIC OBJECTIVE OF THE CAP IS T  
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INCREASE THE SALE OF AMERICAN GOODS AND SERVICES BY RAISING  
PAKISTANI AWARENESS OF THE SUPERIORITY OF U.S. PRODUCTS, REPORTING  
ON SPECIFIC MAJOR PROJECTS, AND SUPPORTING THE ACTIVITIES OF  
AMERICAN BUSINESS IN PAKISTAN. TO THIS END, THE ECONOMIC/COMMERCIAL  
SECTIONS ISLAMABAD, KARACHI AND LAHORE DEVOTE A LARGE  
PERCENTAGE OF THEIR RESOURCES TO STANDARD ECONOMIC/COMMERCIAL REPO  
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-RTING AND SERVICES TO LOCAL AND VISITING BUSINESSMEN. BECAUSE  
OF THE IMPORTANCE OF PERSONAL CONTACTS IN DOING BUSINESS IN  
PAKISTAN, THE RETURN ON RESOURCES DEVOTED TO TRADE PROMOTION

REPRESENTATION IS HIGH.

10. CAMPAIGN NO.1 PROMOTION OF TEHRAN TRADE CENTER SHOWS:

GOAL: PROMOTION OF VISITS BY PAKISTANI BUSINESSMEN TO TWO TEHRAN TRADE CENTER SHOWS. THE FIRST TO BE THE BUILDING EQUIPMENT SHOW SCHEDULED FOR DECEMBER 4-8, 1977. THE MOST ATTRACTIVE SHOW FROM TEHRAN'S 1978 SCHEDULE WILL BE CHOSEN FOR THE SECOND EFFORT. AFTER INITIAL DISCUSSION WITH THE PAKISTAN BUILDERS AND DEVELOPERS ASSOCIATION, WE BELIEVE THAT A GROUP VISIT TO THE BUILDING EQUIPMENT SHOW CAN BE ORGANIZED. IF AN EQUALLY ATTRACTIVE THEME IS ON THE 1978 SCHEDULE, ORGANIZING A SECOND GROUP SHOULD ALSO BE POSSIBLE.

ADDITIONAL OBJECTIVES OF THIS CAMPAIGN ARE TO RAISE THE AWARENESS OF PAKISTANI BUSINESSMEN OF SPECIFIC AMERICAN PRODUCTS AND TO ENCOURAGE SHOW PARTICIPANTS TO VISIT PAKISTAN AFTER THE SHOW.

11. ACTIONS TO BE TAKEN: 1) PREPARE SHORT NOTE ON PAKISTAN MARKET FOR PRODUCT COVERED BY TEHRAN SHOW THEME. REPORT TO BE COMPLETED AT LEAST SIXTY DAYS PRIOR TO SHOW, 2) MEET WITH THE ASSIST THE APPROPRIATE

PAKISTAN TRADE ASSOCIATION IN PUBLICIZING THE EVENT AND IN ORGANIZING A GROUP TO ATTEND THE EVENT. 3) PREPARE AND PUBLISH SPECIAL EDITION OF THE COMMERCIAL NEWSLETTER DEVOTED TO THE SHOW'S THEME. 4) SUPPORT SHOW PARTICIPANTS COMING TO PAKISTAN THROUGH INITIAL CANVASING OF THE MARKET, BRIEFINGS, APPOINTMENTS, ETC. 5) TEST THE MARKETABILITY IN PAKISTAN OF SPECIFIC PRODUCTS OF SHOW PARTICIPANTS USING LITERATURE SUPPLIED BY THE INDIVIDUAL COMPANIES BY MAKING PERSONAL CALLS ON AGENTS AND END-USERS.

6) UTILIZE TO WHATEVER EXTENT POSSIBLE THE EML SERVICE OF USDOC. REPORT RESULTS TO TEHRAN TC BY TELEX.

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R 301010Z AUG 77  
FM AMEMBASSY ISLAMABAD  
TO SECSTATE WASHDC 3609  
INFO AMCONSUL KARACHI  
AMCONSUL LAHORE

AMCONSUL PESHAWAR

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12. TEHRAN TC ACTIONS: 1) SEND MARKET NOTESTO SHOW PARTICIPANTS UNDER COVER OF A LETTER SIGNED BY THE TRADE CENTER DIRECTOR ENCOURAGING SHOW PARTICIPANTS TO VISIT PAKISTAN AFTER THE EXHIBITION AND INFORMING THEM OF MARKET TEST PROGRAM OFFER. COMPANIES INTERESTED IN THE MARKET TEST PROGRAM, WILL BE REQUESTED TO SEND PRODUCT LITERATURE DIRECTLY TO CONGEN KARACHI.

13. ASSIST PAKISTAN VISITORS BY ARRANGING HOTEL RESERVATIONS, INVITING MEMBERS OF THE GROUP TO OPENING VIP RECEPTION, AND PROVIDING TRANSPORTATION TO/FROM THE AIRPORT.

14. CAMPAIGN NO.2 - PROMOTION OF AGRIBUSINESS EQUIPMENT AND SUPPLIES. GOAL: TO PROMOTE THE SALE OF AMERICAN AGRIBUSINESS EQUIPMENT AND SUPPLIES.

15. ACTIONS TO BE TAKEN: \$1) USIS TO PROVIDE COPY OF VTR AGRICUTLURAL MACHINERY PACKAGE (76 USIA-CM-1394). WITH THE ASSISTANCE OF USIS, THESE VTR'S WILL BE PROGRAMMED INTO AGRICULTURAL SCHOOLS AND COLLEGES UNCLASSIFIED

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CENTRAL AND PROVINCIAL AGRICULTURAL MINISTRIES AND ORGANIZATION DEALING WITH THE IMPORTATION AND USE OF AGRICULTURAL EQUIPMENT AND SUPPLIES AND ADDITIONAL TARGETS. 2) PREPARE SPECIAL EDITION OF THE COMMERCIAL NEWSLETTER DEVOTED TO AMERICAN AGRIBUSINESS. THIS ISSUE TO INCLUDE FEATURE MATERIAL ON US AGRICLTURE AND EQUIPMENT, LISTS OF AGRIBUSINESS TRADE SHOWS, ARTICLES BY US AID AND AGATT, NEW AMERICAN AGRCULTURAL PRODUCTS, AND INFORMATION OF SUPPLIERS OF AMERICAN AGRICULTURAL PRODUCTS IN PAKISTAN. 3) CONTACT AGENTS AND DISTRIBUTORS OF U.S. EQUIPMENT. THEY WILL BE OFFERED AN OPPORTUNITY TO LIST THEIR US LINES IN THE SPECIAL NEWSLETTER. THOSE FIRMS REPRESENTING PRODUCTS COVERED IN THE VTR PACKAGE WILL BE OFFERED THE OPPORTUNITY OF SCREENING THESE TO AUDIENCES OF THEIR CHOICE.

16. CAMPAIGN NO. 3 FACTORY VISITS. GOAL: TO VISIT MANUFACTURING PLANTS AND PREPARE SHORT REPORTS ON THESE VISITS PROVIDING NEEDED INFORMATION FOR AMERICAN BUSINESSMEN. TO DISCUSS WITH PLANT MANAGEMENT THEIR EQUIPMENT REQUIRMENTS PREPARING

TRADE OPPORTUNITIES WHERE APPLICABLE. BECAUSE OF THE IMPORTANCE OF THE PUBLIC SECTOR. THE MAJORITY OF THESE VISITS SHOULD BE TO PUBLIC SECTOR ORGANIZATIONS.

17. ACTIONS TO BE TAKEN: 1) FROM OUR FILES, PREPARE A SHORT SUMMARY OF ALL THE INFORMATION WE HAVE ON THE FACILITY TO BE VISITED 2) FACTORY VISIT. 3) PREPARE A SHORT (1-2)PAGE) REPORT ON THE COMPANY VISITED. 4) AS INFORMATION ON SECTORS FLASHES OUT, SECTOR PROFILES WILL BE PREPARED FOR SUBMISSION. 5) PREPARE VOLUNTARY WTDR OR PIR IF APPLICABLE.

18. CAMPAIGN NO.4 - REPORTS ON PICIC AND IDBP SANCTIONS.

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GOAL: MUST FOREIGN EXCHANGE FINANCING FOR SIZABLE PRIVATE SECTOR PROJECTS IS OBTAINED THROUGH PAKISTAN'S RELENDING AGENCIES, THE PAKISTAN INDUSTRIAL CREDIT AND INVESTMENT CORP. (PICIC) AND THE INDUSTRIAL DEVELOPMENT BANK OF PAKISTAN (IDBP). REGULAR REPORTS ON THESE SANCTIONS WILL BE PREPARED.

19. ACTIONS TO BE TAKEN: CONGEN KARACHI WILL MAINTAIN CONTACT WITH PICIC AND IDBP. WHEN SANCTIONS ARE MADE, THE ECONOMIC/ COMMERCIAL OFFICER IN THE APPROPRIATE CONSULAR DISTRICT WILL CALL ON THE ORGANIZATION RECEIVING THE SANCTION AND REPORT ON THESE PROJECT VIA TOP AND/OR MAJOR PROJECTS AS APPROPRIATE.

20. CAMPAIGN NO. 5 - MARKET NOTES:

GOAL: PREPARE AT LEAST THREE SHORT (3-6 PAGE) MARKET NOTES IN ADDITION TO THESE REQUIRED BY CAMPAIGN NO. 1.

21. ACTIONS TO BE TAKEN: NOTE THEMES WILL BE SELECTED ON THE BASIS OF PAKISTAN MARKET DEMAND AND INTEREST EXPRESSED BY VISITING AMERICAN BUSINESSMEN. SELECTION WILL MOST LIKELY BE MADE FROM THE FOLLOWING THEMES:

(1) PREFABRICATED LOW COST HOUSING, (2) SHIPBUILDING AND PORT EQUIPMENT, (3) PETROCHEMICAL PLANT EQUIPMENT, (4) PRINTING AND GRAPHIC ARTS EQUIPMENT, (5) MEDICAL EQUIPMENT, (6) FOOD PROCESSING AND PACKAGING EQUIPMENT.

22. CAMPAIGN NO. 6 - REPORTS ON STATE-OWNED CORPORATIONS.

GOAL: PRODUCTION OF THREE REPORTS ON STATE-OWNED CORPORATIONS. THESE ORGANIZATION ARE MAJOR IMPORTERS:END-USERS OF INDUSTRIAL PRODUCTS AND THEREFORE MAJOR POTENTIAL CUSTOMERS FOR U.S. GOODS AND SERVICES. SERVICES. THE FOCUS OF THESE REPORTS WILL BE ON (1) PROCUREMENT PROCEDURES, (2) FUTURE PROJECTS, (3) PLANS FOR EQUIPMENT REPLACEMENT, AND (4) U.S. GOODS AND SERVICES PREVIOUSLY CONTRACTED FOR.

23. ACTIONS TO BE TAKEN: PREPARE REPORTS ON:

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(1) WATER AND POWER DEVELOPMENT AUTHORITY, (2) STATE CEMENT CORPORATION, AND (3) PUNJAB LIVESTOCK, DAIRY AND POULTRY DEVELOPMENT BOARD.

24. DEFERRED CAMPAIGNS: AS A RESULT OF THE FEDERAL HIRING FREEZE, THE FSL-2 TRADE RESEARCH ADVISOR POSITION IN KARACHI, IS VACANT. IVF IT BECOMES POSSIBLE TO FILL THIS POSITION, THE FOLLOWING DEFERRED

CAMPAIGNS WILL BE UNDERTAKEN.

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R 301010Z AUG 77  
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INFO AMCONSUL KARACHI  
AMCONSUL LAHORE  
AMCONSUL PESHWAR

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25. CAMPAIGN NO. 7 MARKET NOTES .  
GOAL: PREPARATION OF FOUR MARKET NOTES IN ADDITION TO THOSE IN CAMPAIGN NO. 5.

26. ACTION TO BE TAKEN: NOTE THEMES WILL BE SLECTED ON THE BASIS OF PAKISTAN MARKET DEMAND AND INTEREST EXPRESSED BY VISITING AMERICAN BUSINESSMEN. THEMES LISTED IN CAMPAIGN NUMBER 5 ARE THE ONES MOST LIKELY TO BE SELECTED.

27. CAMPAIGN NO. 8 - REPORTS ON STATE-OWNED CORPORATIONS.  
GOAL: THE PRODUCTION OF THREE REPORTS ON STATE-OWNED CORPORATIONS. THESE ORGANIZATIONS ARE MAJOR IMPORTERS:END USERS OF



INDUSTRIAL PRODUCTS AND ARE THEREFORE MAJOR POTENTIAL CUSTOMMERS  
FOR U.S. GOODS AND SERVICES. THE  
FOCUS OF THESE REPORTS WILL BE ON (1) PROCUREMENT PROCEDURES, (2)

FUTURE PROJECTS, (3) PLANS FOR EQUIPMENT REPLACEMENT, AND (4) U.S.  
GOODS AND SERVICES PREVIOUSLY CONTRACTED FOR.

28. ACTIONS TO BE TAKEN: REPORTS WILL BE PREPARED ON THE STATE  
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PETROLEUM REFINING AND PTEROCHEMICAL CORPORATION, FEDERAL CHEMICAL  
AND CERAMIC CORPORATION AND STATE HEAVY ENGINEERING AND MACHINE  
TOOL CORPORATIONS.

29. SPECIAL EFFORTS.  
SPECIAL EFFORT NO. 1 COMMERCIAL NEWSLETTER.  
THE COMMERCIAL NEWSLETTER IS ONE OF THE MOST EFFECTIVE TRADE  
PORMOTION TOOLS IN PAKISTAN REACHING MAY INDIVIDUALS WITH WHOM WE  
HAVE LITTLE PERSONAL CONTACT. INRECOGNITION OF THIS, THE MBASSY  
APPROVED THE COMMERCIAL PRINTING OF THE NEWSLETTER BEGINNING WITH  
THE JULY 1977 ISSUE.

30. DURING FY 78, WE PLAN ON DOING SEVERAL SPECIAL THEME ISSUE.  
THESE INCLUDE AN AGRIBUSINESS ISSUE FOR OCTOBER 1977 IN SUPPORT  
OF CAMPAIGN 2, A BUILDING MATERIALS AND EQUIPMENT SHOW  
(CAMPAIGN 1).

31. THE MAY 1977 ISSUE OF THE NEWSLETTER WAS DEVOTED TO AN  
ENERGY THEME AND BASED ON A SPECIAL EDITION OF THE  
COMMERCIAL NEWS FOR THE FOREIGN SERVICE. THIS ISSUE WAS VERY  
SUCCESSFUL.

32. AS PART OF THIS SPECIAL EFFORT, A COMPLETE REVISION OF THE  
MAILING LIST FOR THE COMMERCIAL NEWSLETTER WILL BE DONE.  
PARTICULAR EMPHASIS WILL BE PLACED ON ADDING THE NAMES  
OF IMPORTANT COMMERCIAL DECISION MAKERS TO THE LIST.

33. SPECIAL EFFORT NO. 2- VTR'S FILMS AND TECHNIAL PUBLICATIONS.  
WE HAVE FOUND THE USE OF VTR'S SUCH AS THE ONE ON AGRICULTURAL  
MACHINERY BEING USED INCAMPAIGN 2 TO BE EFFECTIVE VEHICLES FOR  
TRADE PROMOTION IN PAKISTAN. THE OBJECTIVE OF THIS SPECIAL  
EFFORT WILL BE TO IDENTIFY SOURCES OF TRADE PROMOTIONAL VTR'S  
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AND FILMS IN ADDITION TO USIA AAND TO UTILIZE ALL APPROPRIATE

FILMS. THERE IS ALSO SIZABLE MARKET IN PAKISTAN FOR TECHNICAL PUBLICATIONS. WE WILL IDENTIFY SOURCES AND INFORM LIKELY END-USE- RS OF THE AVAILABILITY OF APPROPRIATE LITERATURE.

34. SPECIAL EFFORT NO. 3- U.S. FRANCHISE AND/OR JOINT VENTURES FOR (1) FOOD PROCESSING AND MARKETING INCLUDING FAST FOODS AND (2) FRESH FRUIT AND VEGETABLES PROCESSING AND PACKING.

WE BELIEVE THERE IS A GROWING MARKET IN PAKISTAN FOR THIS TYPE OF FRANCHISE/JOINT VENTURE. WE WILL INVESTIGATE PAKISTANI INTEREST IN U.S. FRANCHISE OR JOINT VENTURES, SHOW THEM FILM OR VTR ON U.S.S. INDUSTRY (SUCH FILM OR VTR TO BE PROVIDED BY USIA OR SOME PARTICULAR U.S. COMPANY MANUFACTURING SUCH EQUIPMENT OR BY A FOOD PROCESSING CORPORATION IN U.S) AND PREPARE REPORTS FOR SUBMISSION TO USDOC FOR DISSEMINATION OR FOR DIRECT TRANSMISSION TO A PARTICULAR CONCERN.

35. FINANCIAL RESOURCES SCHEDULE:

FY 76 FY 77 FY 78

1. REPRESENTATION	DOLS 349"	DOLS 2143	DOLS2000
2. TRAVEL	2600	8400	9000
3. PRINTING NEWSLETTER	1000	4500	11500
4. COMERCIAL LIBRARY	2100	2500	2700
TOTAL	DOLS6049	DOLS17543	DOLS25200

"AMOUNT UNDERSTATED AS A RESULT OF FAILURE TO SPECIFY TRADE PROMOTION ON REPRESENTATION VOUCHERS.

/SD/LAWRENCE J.KENNON

COUNSELOR FOR ECONOMIC  
COMMERCIAL AFFAIRS

/SD/ROBERT R. BLISS

COUNSELOR FOR ADMINISTRATIVE AFFAIRS

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## Message Attributes

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**Review Exemptions:** n/a  
**Review Media Identifier:**  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**SAS ID:** 1688868  
**Secure:** OPEN  
**Status:** NATIVE  
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**To:** STATE  
**Type:** TE  
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Margaret P. Grafeld  
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